

**Title:** Marketing and Communications Officer

**Status:** Full-time, exempt (some evenings/weekends for events); On-campus role in Dothan, Alabama

**Reports To:** Director of Advancement and/or Head of School; Collaborates closely with Admissions, Development, Athletics/Activities, Fine & Performing Arts, and Division Principals

**Supervises:** Contractors and vendors (design, photo/video, web, printing); Parent volunteers and student interns (as assigned)

**Purpose:** Advance Providence's mission—Equipping Students. Following Christ. Changing the World.—by leading day-to-day marketing and communications that strengthen brand reputation, support enrollment and advancement goals, and keep families informed in a clear, Christ-centered voice.

### **Key Responsibilities**

#### A) Strategy and Brand

- Translate the school's strategic priorities into an annual MarCom plan with goals, audiences, key messages, channels, and budget.
- Steward brand standards (voice, visual identity, templates); train staff/volunteers and review materials for consistency.
- Maintain a content calendar that aligns admissions cycles, academic milestones, arts/athletics seasons, and fundraising campaigns.

#### B) Enrollment Marketing (with Admissions)

- Produce top-of-funnel awareness and inquiries via digital campaigns, local advertising, partnerships, and community presence.
- Create program pages, landing pages, and nurture emails that highlight Providence's classical Christian distinctives and outcomes.
- Support admissions events (open houses, shadow days): invitations, RSVPs, run-of-show, signage, follow-up communications.

#### C) Advancement Communications (with Development)

- Plan and execute campaigns (annual fund, Giving Day, capital initiatives) with compelling storytelling and donor segmentation.
- Produce appeals, impact reports, stewardship updates, and event collateral; coordinate lists and data pulls with the database manager.

#### D) Digital Channels and Web

- Own day-to-day website content and UX; prioritize timely, accurate updates and clear program pathways for prospective families.
- Manage social media (editorial calendar, posting, moderation, community engagement).

- Build and send email newsletters and automations; maintain healthy list hygiene and follow email compliance best practices.

#### E) Content Creation and Storytelling

- Capture and curate stories that demonstrate Providence’s mission in action across academics, arts, athletics, and service.
- Write, edit, and proof content (short-form posts, long-form features, press releases, scripts); coordinate photography and videography.
- Maintain a searchable asset library (photos, b-roll, logos, templates) with clear usage rights and naming conventions.

#### F) Media, PR, and Crisis Support

- Cultivate local media relationships; pitch stories; prepare press materials and talking points.
- Support crisis and urgent communications with timely drafting, formatting, and distribution under leadership direction.

#### G) Event Promotion and Community Presence

- Provide marketing support for major events (back-to-school, arts productions, athletics, fundraising, graduation).
- Ensure signage, programs, tickets, livestream info, and post-event recap content are delivered on schedule and on brand.

#### H) Analytics, Budget, and Continuous Improvement

- Track KPIs (inquiries, conversions, web traffic, ad performance, email engagement, social reach, campaign ROI) and report monthly.
- Manage MarCom budget lines; source quotes, negotiate with vendors, and steward resources with integrity.
- Test, learn, and iterate—using data and feedback to improve clarity, reach, and outcomes.

#### I) Governance and Compliance

- Follow school policies for student privacy, image permissions, and records; use only approved platforms and distribution lists.
- Ensure accessibility and readability standards for public communications; maintain archives per policy.

#### **Preferred Qualifications**

- Bachelor’s degree in communications, marketing, journalism, public relations, or related field (or equivalent experience)

- Experience supporting enrollment/admissions and fundraising communications (education or mission-driven nonprofit preferred)
- Strong writing and editing skills; ability to craft clear, winsome, Christ-honoring messages
- Proficiency with: website CMS, email marketing tools, social platforms, basic analytics, and project management tools and Adobe Creative Cloud or equivalent design tools
- Working knowledge of design and video basics; ability to brief and manage creative vendors
- Organized, deadline-reliable, collaborative; able to juggle multiple projects with attention to detail
- Alignment with PCS Statement of Faith and community standards; satisfactory background check
- Experience with accessibility best practices for digital content

### **Core Competencies**

- Storytelling and content strategy
- Brand stewardship and editorial judgment
- Project management and vendor coordination
- Data-informed decision-making
- Relationship-building and cross-functional collaboration
- Discretion, sound judgment, and grace under pressure

### **Key Success Indicators (KPIs)**

- Growth in qualified inquiries, campus-visit registrations, and application starts
- Strong campaign performance (email open/click rates, web conversions, ad ROAS)
- Consistent brand voice and timely, accurate communications
- Positive parent feedback on clarity and cadence of information
- High-quality creative delivered on deadline and within budget

### **Annual Rhythm (Illustrative)**

- Summer: Plan annual calendar and campaigns; refresh web content; asset gathering; back-to-school communications
- Fall: Admissions awareness, open houses, fall arts/athletics coverage, annual fund launch
- Winter: Re-enrollment communications, advancement stewardship, spring production promos
- Spring: Yield communications, Giving Day/campaigns, graduation and year-end storytelling

### **Work Conditions**

- Occasional evening/weekend coverage for events and time-sensitive communications
- Light physical activity (photography/videography, event signage/boxes up to 25 lbs)

#### Application

Interested candidates should submit the following materials to [phansen@prov-cs.net](mailto:phansen@prov-cs.net):

- Resume/CV
- Cover letter describing fit with a classical Christian school and examples of results achieved
- Any relevant work samples (writing, campaigns, social posts, design/video links)
- 2–3 professional references